



Jennifer M. Granholm, Governor
Robert W. Swanson, Director

News Release

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Lansing's Old Town Receives Cool Cities 'Michigan Main Street' Designation

October 12, 2006 – Robert W. Swanson, director of the Michigan Department of Labor & Economic Growth (DLEG), recently announced that Lansing's Old Town has been awarded a Cool Cities designation.

"Through the 'Cool Cities Michigan Main Street' program we can grow and maintain downtowns such as Lansing's Old Town so they can remain successful environments for people to live, work, and play," he said.

The Cool Cities Program is part of the Governor's economic plan designed to help revitalize Michigan's cities by retaining and attracting the jobs and people critical to the emerging economies of the 21st century. The program is funded by redirecting existing resources in state government.

Lansing's Old Town, as a Michigan Main Street, will receive more than \$200,000 in technical assistance and training as part of a long-term management approach to revitalizing and maintaining a successful downtown through organization, promotion, design, and economic restructuring. This four-step training approach was developed by the Main Street National Trust for Historic Preservation in Washington D.C.

Cool Cities Michigan Main Street is a planning program involving a minimum of three years of training and technical assistance from State of Michigan staff and/or its consultants. A requirement of the program is a local commitment of staff, organization, and financial support.



Department of Labor & Economic Growth director Robert W. Swanson (left) presents a sign designating Lansing's Old Town as a Cool Cities Main Street.

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The community of Iron Mountain also received the Cool Cities Main Street designation.

The award is part of the state's expanded Cool Cities Grants & Planning Programs, which include "Cool Cities Blueprints for Michigan's Downtowns," "Cool Cities Blueprints for Michigan's Neighborhoods," and "Cool Cities Neighborhoods in Progress."



Pictured left to right:

Director Robert W. Swanson, Mayor Virg Bernero, Bob Trezise, Michael DeVos, Aura Ozburn w/son Alexander, Racha Kardahji, Kevin Green, John Kodeski, Jamie Schriener-Hooper, Brittney Hoszkiw, Matt Weingarden, Sandy Heany, Arlie Skory, Jamie Czedai, Ed Hagan, Liz Homer, Bob Johnson, Rick Preuss, and Debbie Preuss